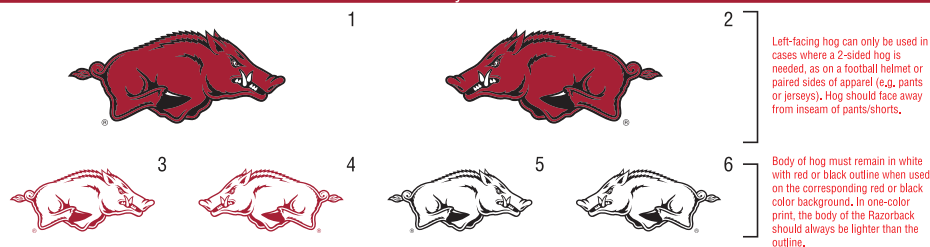


APPENDIX B

UNIVERSITY OF ARKANSAS is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

<h1 style="margin: 0;">University of Arkansas</h1> <p style="margin: 0;">Current Revision Date: 05/30/17</p>			Verbiage	
Established: 1871 Mascot Name: Big Red	Location: Fayetteville, AR Conference: SEC	Mascot: Razorbacks	Arkansas Razorbacks © University of Arkansas © Arkansas © Razorbacks © Razorback © Woo Pig Soobie © The You of A ©	Go Hogs™ Hogs™ Fastest 40 Minutes in Basketball © Fastest 40™ Never Yield © Sooiheet™
Cardinal	Black		White	Anthracite
PANTONE 201 C MADEIRA: 1181 PolyNeon: 1981	PANTONE Process Black C MADEIRA: Black PolyNeon: Black		White MADEIRA: White PolyNeon: White	PANTONE 447 C MADEIRA: 1367 PolyNeon: 1665
Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.				

Primary Marks



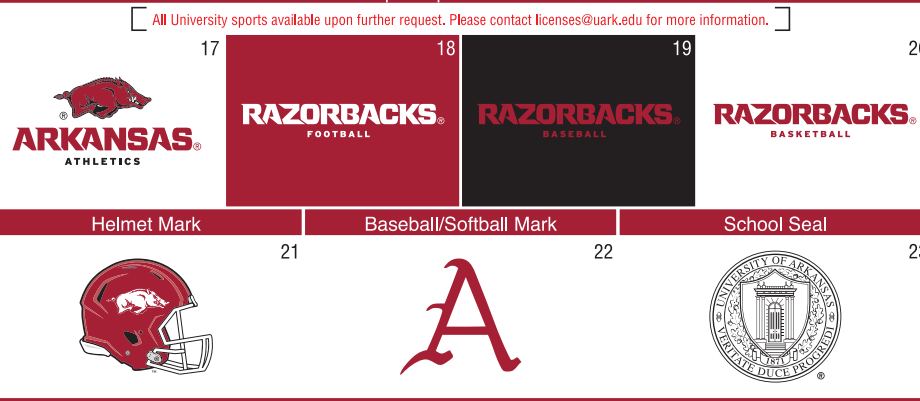
Secondary Athletic Mark



Wordmarks



Sport Specific Marks



Institutional Marks



ADDITIONAL PERTINENT INFORMATION	<ul style="list-style-type: none"> University seal permitted on products for resale (reviewed on a case-by-case basis) No alterations or overlaying graphics to seal permitted University licenses consumables (must have expiration date on packaging) University licenses health and beauty products University permits numbers on products for resale - Contact licenses@uark.edu for list of approved numbers Mascot caricatures not permitted Cross licensing with other marks may be permitted with an additional agreement 	<ul style="list-style-type: none"> No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks The secondary font of athletics is Interstate Black (as seen in marks 17-20). The previous font, Razorback, is still acceptable.
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PAGE 1/1 NOTE: The marks of University of Arkansas are controlled under a licensing program administered by IMG College Licensing. Any use of these marks will require written approval from IMG College Licensing.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by UNIVERSITY OF ARKANSAS shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.